

The Spectacular Growth of Torrance

Only Four Cities in U. S. Top Our Ratio of Increase

The history of Torrance since 1930 marks one of the most spectacular growth patterns of any city in the United States, according to an economic report by the Security First National Bank.

All-American Fits Services To Customers

The rubbish disposal business — represented by All-American Rubbish Co., 2008 Carson St. is one of the largest and most permanent industries in the nation, requiring an investment as large as, or larger, than any other private commercial venture.

For instance, the cost of one of the many trucks used by All-American, when the necessary and highly-specialized equipment is installed, runs up to about \$25,000.

All-American is a group operation comprised of nine companies which united in 1960 to serve Torrance when the municipal service was restricted to residential areas exclusively.

All-American serves industrial, commercial, and multiple-dwelling properties in Torrance, as well as the residential areas of Gardena, Redondo Beach, and the surrounding unincorporated areas.

Being a private company, All-American can tailor its services to individual needs and serve its customers six days a week.

Another great advantage is that — since the 1956 ban on burning — All-American's customers are not required to separate cans, paper, and garbage.

In the words of All-American, "this takes our customers out of the business of handling and separating rubbish. Handling their rubbish is our job."

All-American's answer to one frequently-asked question, "why isn't paper and cardboard salvaged and sold?" is simple and direct: "The price of such salvage is too low to pay the cost of getting it ready to sell."

SCHOOL KITS

From \$1 school kits to \$11,000 mobile health units, CARE delivers in the name of American donors the tools of education, health and livelihood.

Space Exhibit Is Held Over

Public response to the space exhibit from the Seattle World's Fair, on view at Exposition Park since Dec. 6, has extended it through Sunday, Feb. 24, according to Dr. William F. Fitzgerald, director.

The 15,000 square foot display of satellites, space vehicles and space science information has recently added a three-man command module section of the Apollo spacecraft, which will carry three astronauts to the moon and back before 1970.

North American Aviation's Space and Information Division, prime contractor of the Apollo project, loaned the display to the museum.

The 12-foot high command section consists of a small living area complete with controls. Weight is approximately five tons. Three space-suited astronaut figures are visible through a cutaway side.

WE'RE "LUCKY 13TH"

The last census shows that only 12 cities in the U.S. had larger populations in 1960 than did Torrance and the South Coast area. They are New York, Chicago, Los Angeles, Philadelphia, Detroit, Baltimore, Houston, Cleveland, Washington, St. Louis, Milwaukee and San Francisco. It now appears that Torrance and the South Coast area have since overtaken St. Louis, Milwaukee, San Francisco — and possibly Washington, D.C.

From a small town of less than 10,000 persons in 1940, Torrance has risen to the fifth largest city in Los Angeles County, with a population of more than 101,000 in 1960.

Assisted by a favored location and an abundance of agricultural or vacant land, Torrance received the impetus of residential and manufacturing development stimulated by World War II.

In the 1950's, Torrance had a numerical increase of 78,000.

Only four cities in the whole United States exceeded Torrance's percentage of population growth during the 1950 — 1960 period.

With only six percent of the land area in the South Coast area covered by the Security First National's report, Torrance contributed more than a quarter of the total population gain in the South Coast area during that period.

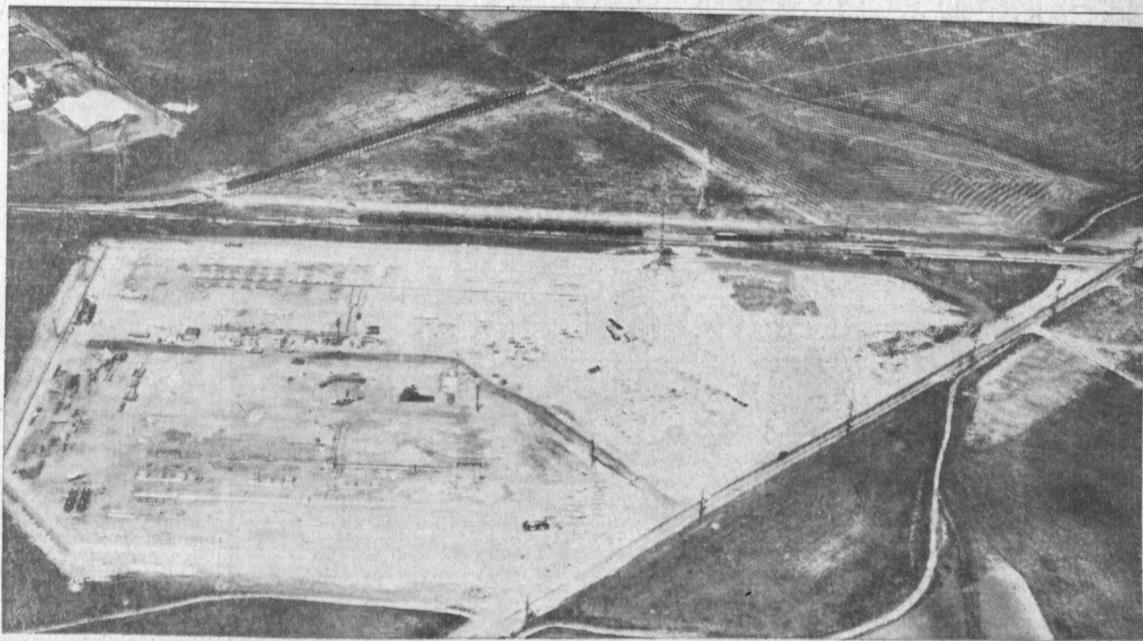
Torrance has continued to grow and in the two-and-a-half years immediately following the April 1, 1960, census, added nearly 12,500 to its population.

This annual increase of 5,000 places Torrance ahead of the Palos Verdes Peninsula (4,600) and the city of Long Beach (4,400).

BEING

Everything that can be bound to come into being, and what never comes into being is nothing.

—Amiel



NEW TORRANCE substation will receive about \$400,000 in expenditures by Southern California Edison Co. during 1963. The local electric company estimates it will also spend about \$733,000 on the El Nido substation, shown in the aerial view above. Edison says it will spend about \$1.25 million in the Torrance area during 1963.

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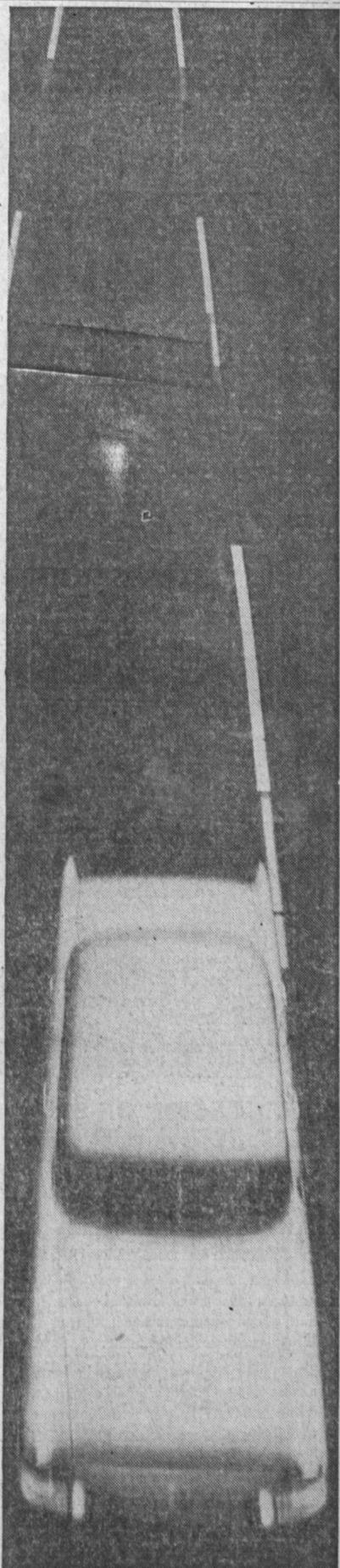
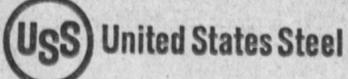


Steel makes progress... progress makes steel

In their day, those old surreys with the fringe on top were the pride and joy of this country. Today, sleek steel automobiles carry man effortlessly along the nation's colossal super-highways. Automobiles have become one of the symbols of American ingenuity. Steel makes automobiles possible... spans rivers... speeds jets around the world... rockets man into outer space. Steel—for skyscrapers, homes, schools, hospitals, churches, museums, civic centers. Steel makes progress.

Right now, U. S. Steel is constructing a new mill to produce cold-rolled sheets of superior surface quality and exceptional flatness. Another will enable a single plant to supply every product for a completely engineered pipeline, with the widest range of sizes in the industry. Two oxygen steelmaking furnaces that can process "heats" of special quality and silicon steels—eight times faster than open hearths—are being installed. What's more, additional facilities are being completed for the manufacture of "thin" tin plate at four locations across the country.

That's progress—the kind that makes steel... and the kind that makes this great country even greater! U. S. Steel is proud of our nation's progress... proud, too, of the role it has played to help make that progress possible... and proud, as always, to be a vital part of tomorrow.



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